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AMENDMENTS TO THE CLAIMS

1.   (Currently amended) An apparatus for controlling display of database search items, comprising:

     a database including:

        an element-data storage table in which has been stored, on a field-by-field basis, element data corresponding to the fields;

        an item-name table which stipulates, field-by-field, an item name character that corresponds to a search-item name and a field name; and

        a display-item designation table that stores ordered display-item data corresponding to said item name character for an ordered display on a display unit, the ordered display being determined by a user;

     a select-command input device for applying a select command for designating the ordered display-item data;

     a display-item data read-out device for reading out, from the display-item designation table, the ordered display-item data that conforms to the select command applied by said select-command input device;

     a search-item name read-out device for reading out, from the item-name table, said search-item name to be displayed on the display unit, said search-item name being designated by the ordered display-item data read out by said display-item data read-out device;

     a display control unit for displaying said search-item name, which has been read out by said search-item name read-out device, on the display unit as a database search-item name; and

     a customizing tool for changing search items displayed on a ~~said~~ search page by inputting at least one of:

        change-targeted item-name data for changing a search-item name in the item-name table;

        data representing an additional search-item name for adding a search-item name to the item-name table;

        display-item change data for changing a display-item in the display-item

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designation table; and

    display-item add-on data for adding on a display-item to the display item

designation table.

2. (Previously presented) The apparatus according to claim 1, wherein said customizing

tool comprises:

    a change-data input device for inputting said change-targeted item-name data, which

represents a change-targeted item name for changing the name of an item that has been

stipulated in the item-name table, and item name change data representing the name of an

item after a change; and

    an item-name changing device for changing, to the name of an item represented by the

item-name change data, an item name decided by the change-targeted item name data, which

is among the item names specified in the item-name table, input from said change-data input

device.

3. (Previously presented) The apparatus according to claim 1, wherein said customizing

tool comprises:

    an additional-item-name data input device for inputting said data representing an

additional item name which adds on an item name specified in the item-name table; and

    an item-name add-on device for storing an additional item name, which is represented

by additional-item-name data that has been input from said additional-item-name data input

device, in the item-name table in correspondence with the field.

4. (Previously presented) The apparatus according to claim 1, wherein said customizing

tool comprises:

    a display-item change-data input device for inputting said display-item change data for

changing a display-item that has been stored in the display-item designation table; and

    a device for changing the ordered display-item data, which has been stored in the

display-item designation table, in accordance with display-item change data that has been

input from said display-item change-data input device.

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5.   (Previously presented) The apparatus according to claim 1, wherein said customizing
tool comprises:

        a display-item add-on data input device for inputting said display-item add-on data for
adding on the ordered display-item data that has been stored in the display item designation
table; and

        a device for adding on the ordered display-item data stored in the display-item
designation table in accordance with the display-item add-on data that has been input from
said display-item add-on data input device.

6.   (Currently amended) A method of controlling display of search items of a database
including an element-data storage table in which has been stored, on a field-by-field basis,
element data corresponding to the fields, an item-name table which stipulates, field-by-field,
an item name character that corresponds to a search-item name and a field name, and a
display-item designation table that stores ordered display-item data corresponding to said
item name character for an ordered display determined by a user on a display unit, the method
comprising:

        applying a select command for designating the ordered display-item data;

        reading out, from the display-item designation table, the ordered display-item data that
conforms to the select command applied;

        reading out, from the item-name table, a search-item name to be displayed on the
display unit, the search-item name being designated by the ordered display-item data read out;

        displaying the search-item name, which has been read out, on the display unit as a
database search-item name in an ordered display determined by a user; and

        changing search items displayed on a said search page by using a customizing tool,
said changing said search items comprising at least one of:

                inputting change-targeted item-name data for changing a search-item name in
the item-name table;

                inputting data representing an additional search-item name for adding a
search- item name to the item-name table;

                inputting display-item change data for changing a display-item in the display-

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item designation table; and

    inputting display-item add-on data for adding on a display-item to the display -

item designation table.

7. (Previously presented) The apparatus according to claim 1, wherein said customizing

tool comprises:

   a change-data input device for inputting said change targeted item-name data, which

represents a change targeted item name for changing the name of an item that has been

stipulated in the item-name table, and item name change data representing the name of an

item after a change.

8. (Previously presented) The apparatus according to claim 1, wherein said customizing

tool comprises:

   an additional-item-name data input device for inputting said data representing an

additional item name which adds on an item name specified in the item-name table.

9. (Previously presented) The apparatus according to claim 1, wherein said customizing

tool comprises:

   a display-item change-data input device for inputting said display-item change data for

changing a display-item that has been stored in the display-item designation table.

10. (Previously presented) The apparatus according to claim 1, wherein said customizing

tool comprises:

   a display-item add-on data input device for inputting said display-item add-on data for

adding on the ordered display-item data that has been stored in the display item designation

table.

11. (Currently amended) The apparatus according to claim 1, further comprising:

   a database system which includes said database, said database system further

comprising:

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a hypertext markup language (HTML) template storage unit for storing data representing a template for displaying said search page.

12.   (Previously presented) The apparatus according to claim 11, wherein said database system is in communication with a client computer for performing a search of said database via the Internet.

13.   (Previously presented) The apparatus according to claim 11, wherein said database system and said customizing tool comprise a software-implemented database system and a software-implemented customizing tool, respectively.

14.   (Previously presented) The apparatus according to claim 13, wherein said database system further comprises:

a database controller for controlling searches of data stored in said database.

15.   (Previously presented) The apparatus according to claim 14, wherein said database system further comprises:

a search page generating unit for generating HTML page data for said search page.

16.   (Previously presented) The apparatus according to claim 15, wherein said HTML page data comprises data representing a page for inputting search criteria, data representing a page for displaying search results, and data representing a page for inputting data to said database.

17.   (Previously presented) The apparatus according to claim 15, wherein said database system further comprises:

a controller for controlling an operation of said database system.

18.   (Previously presented) The apparatus according to claim 17, wherein said database system further comprises:

a Web server in communication with said controller.

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19.   (Previously presented) An apparatus for controlling display of database search items,
comprising:

    a database comprising:

        a general purpose table which stores data corresponding to a plurality of
products according to a data number;

        an item name definition table which stores a plurality of search items
according to an item name character; and

        a page definition table that stores an item name character and an order of
display for a search item in said plurality of search items to be displayed on a search page;
and

    a customizing tool for changing search items displayed on said search page by at least
one of adding data to, deleting data from, and changing data in at least one of said item name
definition table and said page definition table.